



# Content Migration

The Incredible Journey - Part 1



# What is content migration?



**Content migration** is when your new website provider assists in some way with bringing over content from your current website onto your new site.

This process can be **different** for each organization and not every content migration will look exactly the same.

# A note about this presentation

We assist clients in migrating content from a variety of platforms, such as SchoolPointe, Blackboard's Web Community Manager, Wordpress, Edlio, and many more.

This webinar is meant to be a **general introduction and outline** of how to prepare any site for a content migration process. While we would love to delve into specifics, we **aren't able to address specific site concerns** in this session.

Please don't hesitate to reach out to your Project Manager with specific questions for your specific project!

# Agenda

- Assess and analyze
- Seek and destroy
- Plan your path
- Hunt and gather



# Assess and analyze

What information is valuable on your current website?

# Start at Google Analytics

- [Google Analytics 4](#) will show you your top 50 pages.
- Use this as a guide to the content/topics/pages/sections you want to keep.



# Solicit feedback

- Seek assistance from those who receive questions from people who call/email with questions (front office staff, principals, etc.)
- Seek assistance from those who ask those questions (parents)
- Gather insight with a form prior to your website content migration.



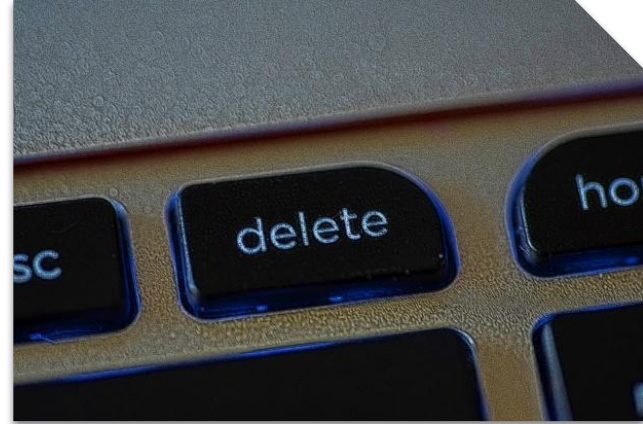
**Use this data to make sure that you have the content available or make note of content that is missing.**

# Seek and destroy



# Get out your red pens

- Mark pages with too much text “inactive” (platform dependent). Notify your project manager that those pages or sections are not necessary to migrate.
- Move pages to other sections of your site where they make more sense.



# Assess your top 50 and edit content



- Look at your top 50 pages. Is there content that is **out of date**, **old**, or **not necessary**? Edit that now.
- It is likely that editing it on your live site will be beneficial to your site users **right now**.

The more old content you can remove from your site, the less you will need to clean out on the new site.

# Don't forget about files

**File management** can quickly become one of the most disorganized parts of a site.

Check with your current website provider and see if there is a way to determine the **updated/uploaded file dates**.



If you are doing any data migration on your own, files can quickly become a nemesis, so the more you can clean out your current system, the easier it is to make sure you have all the files you need.

# Bottom line

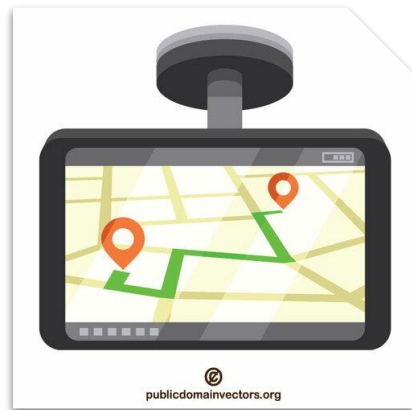
- **Clean out, clear out, delete** and **eliminate** unnecessary pages, files, and old data on the site.
- Navigation and pages can be edited **after they are brought over** (via paid migration or copy and paste) but it's more work if there are extra pages or content you already know you don't want on the new site.

# Plan your path

# Think about your new site's navigation

Now that you're well acquainted with your old site, you probably have thoughts about the new one.

- If your site map will be copied from the old site to the new, have a plan ready to make a move to a new site map (if desired). In Composer, it's easy to move and rearrange pages, as well as bulk publish.
- If you're doing manual content migration, your Project Manager will work with you to set up your site map so that you are able to copy your content in quickly.



# Site navigation best practices

[School Website Navigation: Top Strategies for an Improved User Experience](#)

1. Keep it simple.
2. Limit options.
3. Require the fewest number of clicks possible.
4. Be consistent (especially across schools).
5. Use common language.
6. Prepare the call to action or header buttons and links.

**Remember:** Once your pages are in Composer, you can edit everything to make your site navigation perfect.

# Hunt and gather



# Fill in the gaps

Now that you know your top pages, you've eliminated dead content and files, and you've plotted your site navigation....

you know where the gaps in content are.



**Start asking for the new content  
that you need ASAP!**

# Content to start collecting during the site build-out

- Homepage images
- Recent news stories
- Updates to privacy policy, accessibility statements or other required policies that must be posted on the site
- Updated photos of school buildings or any new construction
- Social media platform information



# Summary

- Assess and analyze
- Seek and destroy
- Plan your path
- Hunt and gather





# Resources

[6 Steps for Successful Content Migration](#)

[School Website Navigation: Top Strategies for Improved User Experience](#)

[Google Analytics for Schools](#)

# Questions!?